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MARKED UP CLAIMS UNDER 37 CFR 1.121(c)(1)(ii)

69. (Amended) A method of advertising using a DVD, said method comprising:

providing an advertisement on said DVD;

displaying said advertisement;

displaying at least one question after said step of displaying said advertisement;

receiving at least one response to said at least one question;

determining if said at least one response is correct;

providing a game play if said at least one response is correct;

employing said game play having one of a first outcome and a second outcome; and

awarding a prize based upon the first outcome of said game play [or displaying a digital work based upon the second outcome of said game play].

Claim 69 has been amended to delete "or displaying a digital work based upon the second outcome of said game play" from the last step thereof. See, for example, page 30, lines 13-16 of the specification.

Claims 3-9, 12-61, and 66-68 have been cancelled, without prejudice.

Respectfully submitted,



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